

Shoppable Video

Getting Started Guide



New to selling on Amazon?

You're joining at the perfect time. Video is transforming how customers shop, and with the New Seller Central, uploading videos to your product pages has never been simpler.

When customers can see your product in action, they're more confident in their purchase decisions. The results speak for themselves:

New to video? No problem.

You don't need fancy equipment or professional experience to create videos that drive sales. Many sellers start by recording with their smartphone or uploading existing videos from their other channels!

An average increase in sales of

23.8%*

in detail pages with a shoppable video added.

Customer returns reduced by a

40%**

average with videos on detail pages.

*Amazon internal data, US, January - December 2024

**Amazon internal historical data, January - June 2024



Learn the lingo

Shoppable videos are pre-recorded video content that appear prominently on product detail pages where customers make purchasing decisions—right when it matters most.

Simple strategies that work:

Start with what resonates.

Create proven video formats that drive results:



How-To



Brand Story



Unboxing



Troubleshooting



Product Overview



Product Setup

Show, don't just tell.

Video's biggest advantage is demonstrating what static images can't capture. Think: "Here's how this organizer can transform a messy drawer" or "Watch how easy it is to set up this camera."

Keep it short and focused.

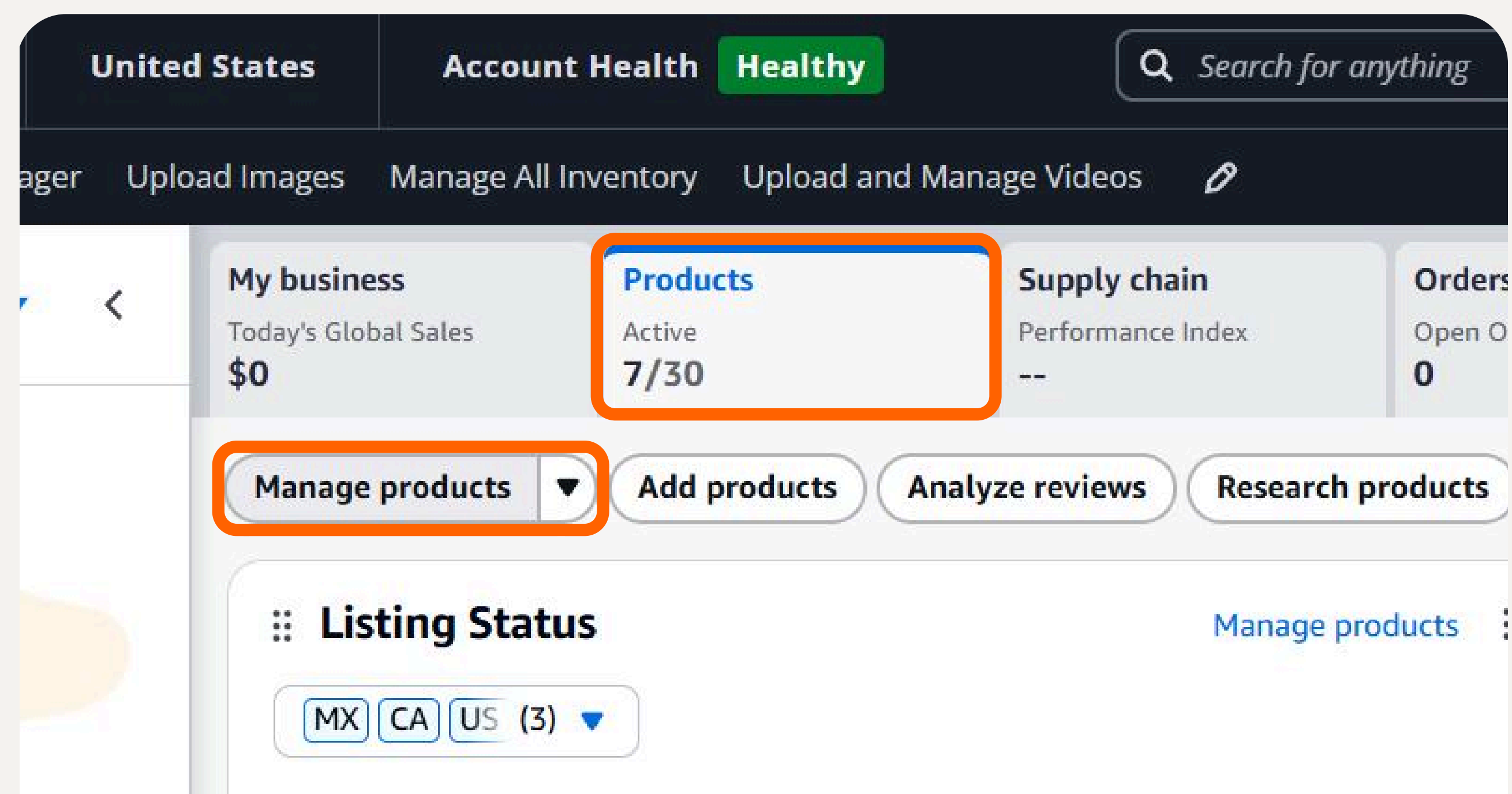
Aim for 30-60 seconds, enough time to highlight your product's key benefits and answer common customer questions. Customers watch videos to make quick decisions, so get to the point fast and make every second count.

How to Upload & Performance Analytics

Step 1

Access your dashboard

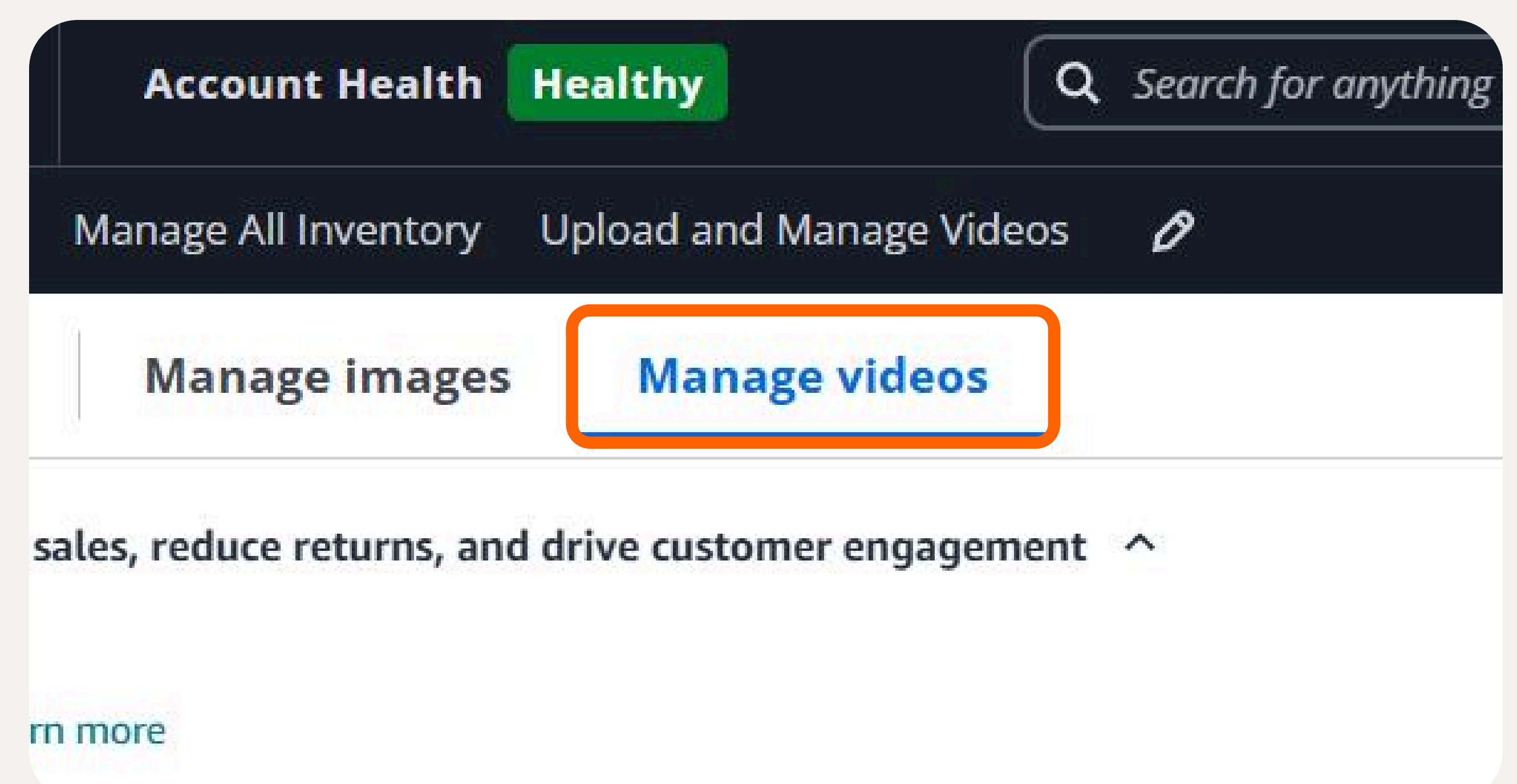
Log into New Seller Central and go to the Products tab and click the Manage products button.



Step 2

Access your video library

Select the Manage videos page. You'll see your video library and performance dashboard showing key metrics for all your uploaded videos.



Step 3

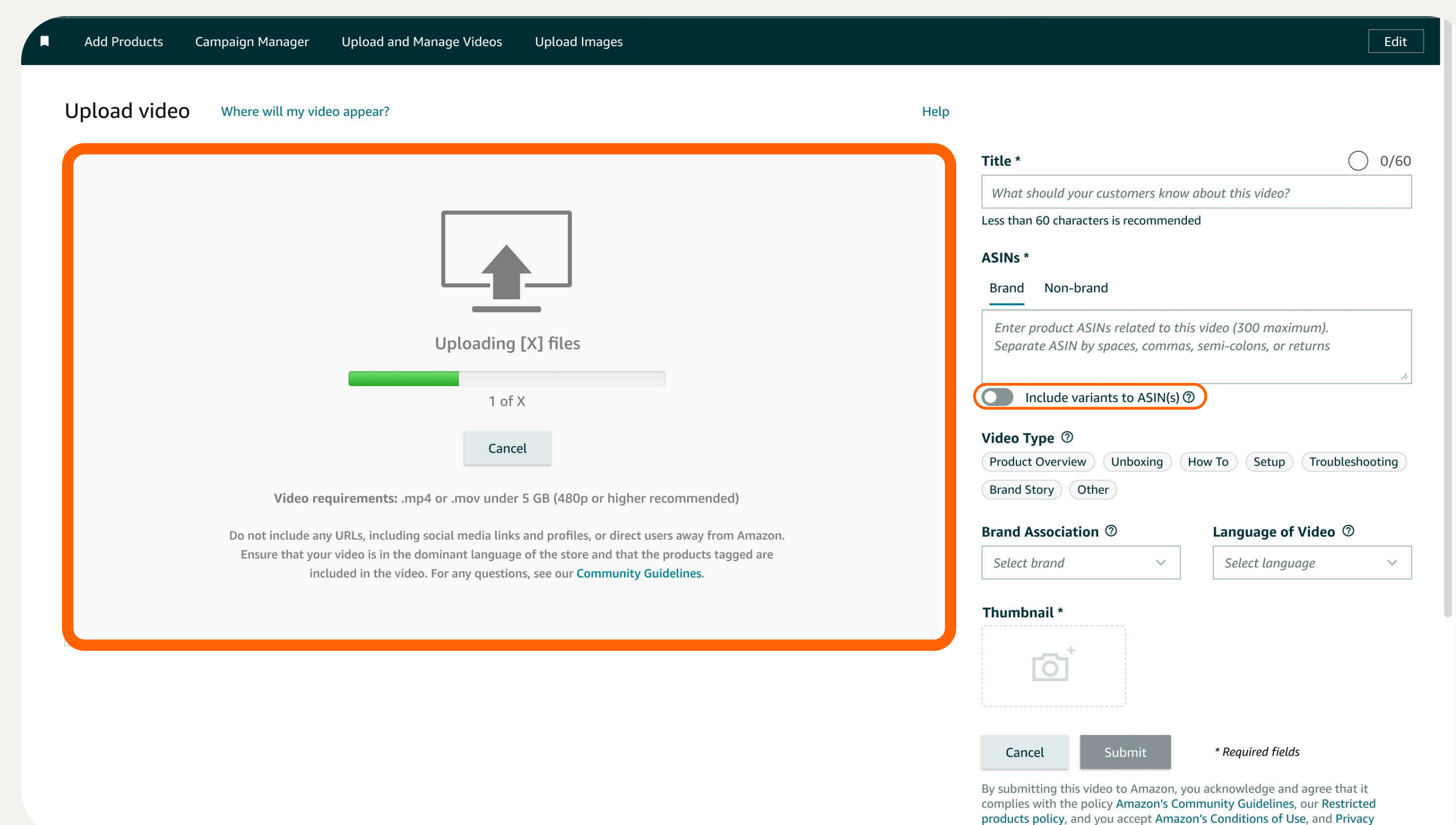
Upload your files

Click the Upload video(s) button to start uploading. Drag and drop up to 15 video files at once. Add a video title and select the related ASIN(s).



Pro-tip!

Turn on the 'Include ASIN(s) product variations' toggle to automatically share your video across all variations of your product.



Step 4

Submit and track

Your videos will appear on product detail pages within 1-3 days after moderation. Track performance on the Upload and Manage Videos page to see views, click-through rates, and attributed sales.



Pro-tip!

Use data to improve your strategy. The video metrics dashboard shows you exactly which videos drive sales, so you can double down on what works and refine what doesn't

